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probably be more acceptable to have the USIB approval of going operational be for a given period of time (say, 6 months) so that a later decision to make the NOIWON/NOIWOB mechanism permanent rests on the answers to the question of consumer reaction.

Ed Proctor

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MEMORANDUM FOR: Mr. walsh More on NOIWON. prepared a memo to USIB on NOIWON and wanted Mr. Proctor's comments. Attached is a copy of the note Mr. Proctor sent to on the memo. the IC St 27 March 1974 (DATE) REPLACES FORM 10-101 FORM NO. (47) 101 1 AUG 54 WHICH MAY BE USED.

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